

To: Piscitelli, J, 1710 - Pittsburgh ROU, 1740 - Pittsburgh Chain, Richards, M, Rago, Joseph M.,
1110 - Boston ROU(PROVENL), Keeney, David, 1645 - Buffalo Chain (VICKERB),
6710 - Detroit ROU, 1240 - New Jersey Chain (RHODEF),
1210 - New York ROU (ALVICA), 1310 - Philadelphia ROU (METZG)
From: Campbell, Judy
Posted: 5/26/98 13:28
Opened: 5/26/98 16:22
Subject: JULY: WINSTON \$1/2PKS #800750

CUSTOMER LIST TEMPLATE NOT INCLUDED DUE TO LENGTH (42 PAGES). IF ANYONE
REQUIRES THIS LIST, PLEASE ADVISE.

Sales	Retail
1221	1222
1222	1223
1223	1224
1224	1225
1225	FCM
1226	FC SC
1227	MC PA
1228	
1229	
1240 AE	
1244 J.M. DR	RSM RBM

ROUs: 1110 / 1210 / 1310 / 1710 / 6710

***Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet***

51846 2510

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 3, 1998

RJR Account #375878
P. Cox
McLANE-NORTHEAST

JULY: WINSTON \$1.00 OFF 2-PACK PURCHASE / PROMOTION #800750

Dear Paul:

Winston .50¢ Off/Pack Special Offer Tear Tape 'Off-Invoice' product has been ordered (see quantities listed below), as well as **1740** SKUs of Displays (item #542810) to McLane NE to pack and ship this promotion to your participating retail accounts.

Note: This is not 'pre-sleeved' product.

PRODUCT PO #ER 3480-01; DISPLAYS PO #ER 3478-01

#/ (6M) Cases

<u>Promoted Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
58	Winston Box	12300-25379
116	Winston Light Box	12300-25380
58	Winston Ult Lt Box	12300-25381

Product / Premium Arrival:

June 29, 1998

Ship Date to Retail:

Week of: July 13, 1998

Displays (Item #542810)

<u>SKU CUBE:</u>	1.6113
<u>SKU WT (w/o Product):</u>	3.2200 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

Billing per Sku: **4 Cartons**

\$ Amount: **\$61,507.20**

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PARTNERS 'BONUS' REPORTING DESCRIPTION WIN JUL \$ 1/2 PKS

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-2-

McLane NE
#800750

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

2 Cartons: *Winston Light Box*
1 Carton: *Winston Box*
1 Carton: *Winston Ultra Light Box.*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE
ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

RJR will reimburse you \$14.00 per promoted 6M case for all displays packed and shipped to retail on a timely basis. This equates to \$3,248.00 (232 (6M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams
cc: R. Donahue / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710 / 6710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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RJ REYNOLDS

TOBACCO COMPANY

STATE STAMPING

McLANE-NORTHEAST

#375878

WINSTON \$1.00 OFF 2-PACK PURCHASE

NUMBER OF CARTONS TO STAMP BY STATE												
WINSTON .50/Pack (6M)	CT	DE	MA	MD	NH	NJ	NY	OH	Cuyahoga	PA	RI	VT
BOX	50	1	64	1	25	240	538	38	36	594	18	1
LT BOX	100	2	128	2	50	480	1076	76	72	1188	36	2
ULT LT BX	50	1	64	1	25	240	538	38	36	594	18	1

5/25/98
STAMPING.DOC

51846 2514

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 / 6710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE: JULY WINSTON \$1.00 OFF 2-PACK PURCHASE / PROMOTION #800750

RETAIL DISTRIBUTION DATE: 7/13/98

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE															
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT	WY	CO	AK	HI
A-PLUS/ SUNOCO	304	See List	316	2	1	25			2	19	97			166	4				
BP OIL	40	See List	63										63						
BRADFORD OIL	3	1	3						2							1			
CHESTNUT MOBIL	8	See List	23	8							15								
COASTAL MART	38	See List	51							22			29						
COOKS CONVENIENT	7	See List	10								10								
COUNTRY FAIR	67	See List	205								8	26	171						
CONV EXPRESS	5	See List	11								11								
EXPRESS MART	44	1	44								44								
HESS MART	58	See List	111							5	91		15						
HESS STATION	161	See List	194	1		3				33	109		40	8					
J MART	7	1	7								7								
KRAUSZERS	11	See List	29	29															
MANLEYS	11	See List	16								16								
MOBIL / ON THE RUN	97	See List	120	10		32			18		54			6					
QUICK CHEK	94	See List	126							126									
QUICKWAY	29	See List	29								29								
7/11 - HANDEE MART	52	See List	99				1					12	36	50					
7/11 - SOUTHLAND			127	STORE LIST SUPPLIED BY 7-11 & J.RUMBERGER															
STARENTERPRISE	41	See List	88							34			54						
SUNRISE FOODS	17	2	34								34								
INDEPENDENTS & SMALL CHAINS	24	See List	27			4			3	1	13		6						
TOTALS	1118		1733	50	1	64	1	0	25	240	538	38	36	594	18	1			

NOTE: PRODUCT / DISPLAYS FOR SAM'S CLUBS WILL BE ORDERED BY RJR FT WORTH OFFICE (#69XX)